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IN THE CLAIMS

 (Currently amended) A computer-implemented method in an auction between a plurality of potential bidders, comprising:

generating a sequence of values;

creating a buyer view of the auction that includes a first value included in the sequence of generated values;

prior to displaying a price to a first potential bidder, using a processor to transform, using a characteristic associated with a quality of an auction item, said first value into a first bidder comparative bid parameter value:

creating a first bidder view of the auction, for display to said first potential bidder, that includes the first bidder comparative bid parameter value;

prior to displaying a price to a second potential bidder, using a processor to transform said first value into a second bidder comparative bid parameter value; and

creating a second bidder view of the auction, for display to said second potential bidder, that includes the second bidder comparative bid parameter value.

- (Previously presented) The method of claim 1, wherein generating a sequence of values comprises predefining a series of price increments or decrements.
- (Previously presented) The method of claim 2, wherein generating a sequence of values further comprises changing said predefined series of price increments or decrements in real-time during the auction.
- (Previously presented) The method of claim 1, wherein transforming comprises
 performing one of a linear transformation, non-linear transformation, and lookup table
 transformation
- (Previously presented) The method of claim 1, wherein transforming comprises
 performing a combination of linear, non-linear, and lookup table transformations simultaneously.
- 6. (Currently amended) A machine readable medium having stored thereon executable code which causes a machine to perform a method to conduct an auction between a plurality of bidders, said method comprising:

generating a sequence of values;

creating a buyer view of the auction that includes a first value included in the sequence of generated values;

Application Serial No.: 09/490,867 Attorney Docket No.: ARIBP050 prior to displaying a price to a first potential bidder, transforming, using a characteristic associated with a quality of an auction item, said first value into a first bidder comparative bid parameter value;

creating a first bidder view of the auction, for display to a first potential bidder, that includes the first bidder comparative bid parameter value;

prior to displaying a price to a second potential bidder, transforming said first value into a second bidder comparative bid parameter value; and

creating a second bidder view of the auction, for display to said second potential bidder, that includes the second bidder comparative bid parameter value.

- (Previously presented) The medium of claim 6, wherein generating a sequence of values comprises predefining a series of price increments or decrements.
- (Previously presented) The medium of claim 7, wherein generating a sequence of values further comprises changing said predefined series of price increments or decrements in real-time during the auction.
- (Previously presented) The medium of claim 6, wherein transforming comprises
 performing one of a linear transformation, non-linear transformation, and lookup table
 transformation.
- (Previously presented) The medium of claim 6, wherein transforming comprises
 performing a combination of linear, non-linear, and lookup table transformations simultaneously.
 (Cancelled)
- 16. (Currently amended) A system for conducting an auction between a plurality of bidders, comprising:

a processor; and

a memory coupled with the processor, wherein the memory is configured to provide the processor with instructions which when executed cause the processor to:

generate a sequence of values;

create a buyer view of the auction that includes a first value included in the sequence of generated values;

prior to displaying a price to a first potential bidder, transform, using a characteristic associated with a quality of an auction item, said first value into a first bidder comparative bid parameter value;

Application Serial No.: 09/490,867 Attorney Docket No.: ARIBP050 create a first bidder view of the auction, for display to a first potential bidder, that includes the first bidder comparative bid parameter value;

prior to displaying a price to a second potential bidder, transform said first value into a second bidder comparative bid parameter value; and

create a second bidder view of the auction, for display to said second potential bidder, that includes the second bidder comparative bid parameter value.

- 17. (Previously presented) The system of claim 16, wherein generating a sequence of values includes predefining a series of price increments or decrements.
- 18. (Previously presented) The system of claim 17, wherein generating a sequence of values includes changing said predefined series of price increments or decrements in real-time during the auction.
- (Previously presented) The system of claim 16, wherein transforming includes performing one of a linear transformation, non-linear transformation, and lookup table transformation
- (Previously presented) The system of claim 16, wherein transforming includes
 performing a combination of linear, non-linear, and lookup table transformations simultaneously.
 (Cancelled)

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